

An aerial photograph of a city, likely Seattle, showing a dense urban area with a prominent skyline of skyscrapers along a waterfront. The foreground features a large harbor with several piers, docks, and industrial facilities, including numerous red shipping containers and cranes. The city extends into the background, with a mix of residential and commercial buildings. A dark blue, semi-transparent overlay is positioned in the upper left corner, containing white text. The overall scene is captured from a high angle, providing a comprehensive view of the city's layout and its relationship with the water.

# BUILDING OUR REGIONAL ECONOMY

2016 CITY ECONOMIC DEVELOPMENT PARTNERSHIP PRO  
FINAL REPORT



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# Executive Summary

In June 2016, the Port of Seattle Commission created a new economic development grant fund providing 38 King County cities per capita funding to advance local economic development throughout the region. The grant funding was awarded on a \$1 per capita formula with a maximum of \$65,000 while ensuring each city received at least \$5,000.

The 2016 city projects generally fell into the following categories:

- Business Assistance
- Planning & Feasibility Studies
- Website Upgrades
- Marketing & Business Recruitment
- Tourism Promotion /Wayfinding

Collaboration among cities provided a greater return on individual city investments. Cities were able to initiate projects previously outside of their budget, and the 2016 grant funds provided a foundation for moving forward on major multi-year initiatives.



# OVERVIEW OF PROJECTS UNDERTAKEN

## Business Assistance

**AUBURN • BELLEVUE • ENUMCLAW • KIRKLAND • ISSAQUAH • KENMORE • KENT • NORMANDY PARK • REDMOND • RENTON**

Many cities offered one-on-one counseling, technical assistance or group workshops to their existing businesses, through the local community college or SBDC. Training topics included downtown safety, The eastern King County cities collaborated through a branding effort (The Innovation Triangle) to support small technology companies and outreach to recruit new technology companies into the area. Auburn and Kent launched new incubators and Kenmore added new clients to the existing incubator.

## Planning and Feasibility Studies

**BOTHELL • DES MOINES • MAPLE VALLEY • NEWCASTLE • SHORELINE**

Cities that engaged in planning and feasibility studies were either addressing the need to update comprehensive plans and zoning standards or develop a concept for a new initiative, such as the Des Moines Marina or Shoreline Media Campus.

## Marketing

**DUVAL • FEDERAL WAY • ISSAQUAH • KENMORE • NORTH BEND • REDMOND**

Many cities developed multi-tiered marketing campaigns “buy local” through digital marketing, social media, videos

## Tourism and Wayfinding

**SNOQUALMIE • SKYKOMISH • BURIE • MERCER ISLAND • KENMORE**

Promoting increased tourism and community identity, many cities collaborated in projects through on-line itineraries, a calendar of Valley wide events. The Snoqualmie cities, Skykomish, Burien, Mercer Island are developing signage plans supporting local businesses. Woodinville is exploring how to grow their wine tourism activity.

## Website Enhancement

**COVINGTON • NORMANDY PARK • RENTON • PACIFIC • SEATAC • SAMMAMISH**

Recognizing that a city’s website acts as the front door to the community, website updates were a frequent undertaking. Renton, SeaTac, Pacific, Covington refreshed their websites with new images, information on promoting local businesses.

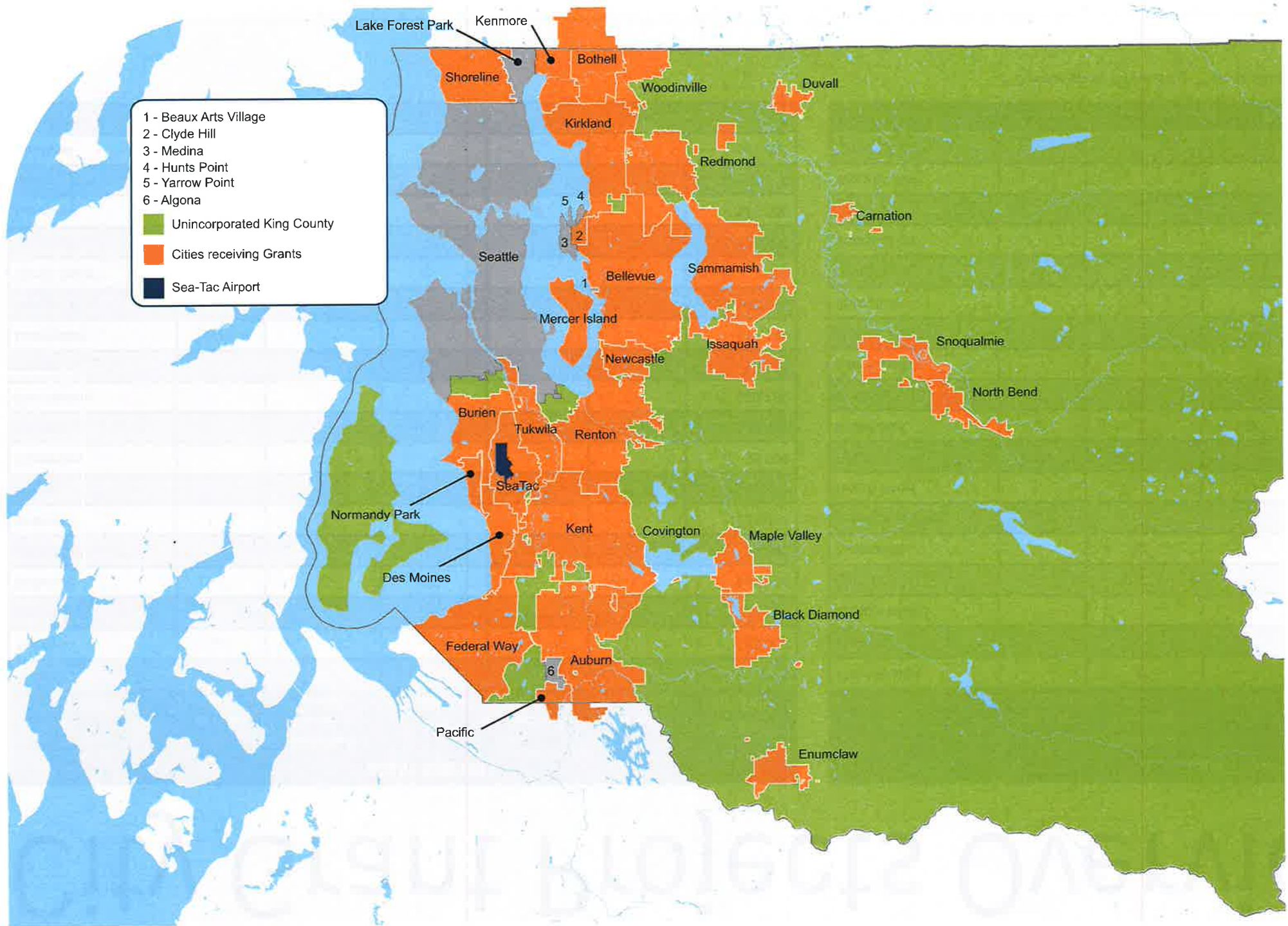


# City Grant Projects Overview

CITY	GRANT PURPOSES					GRANT AWARD
	Business Assistance	Planning & Feasibility Studies	Marketing	Tourism & Wayfinding	Website Enhancement	
Algona*						N/A
Auburn	✓					\$65,000
Beaux Arts*						N/A
Bellevue	✓					\$65,000
Black Diamond**						\$6,000
Bothell		✓				\$25,410
Burien				✓		\$48,810
Carnation						\$5,000
Covington					✓	\$18,520
Des Moines		✓				\$30,100
Duvall			✓			\$7,345
Enumclaw	✓					\$11,140
Federal Way			✓			\$65,000
Hunts Point*						N/A
Issaquah	✓		✓			\$33,300
Kenmore	✓		✓	✓		\$21,500
Kent	✓					\$65,000
Kirkland	✓					\$65,000
Lake Forest Park						N/A*

CITY	GRANT PURPOSES		
	Business Assistance	Planning & Feasibility Studies	Marketing
Maple Valley		✓	
Medina*			
Mercer Island			
Milton**			
Newcastle		✓	
Normandy Park	✓		
North Bend			✓
Pacific			
Redmond	✓		✓
Renton	✓		✓
Sammamish			
SeaTac			
Shoreline		✓	
Skykomish			
Snoqualmie			
Tukwila			✓
Woodinville			
Yarrow Point*			
TOTAL			

\* Did not apply for funding \*\* No funds e





# City Grant Projects Summary



## AUBURN

Grant Award: \$65,000

Developed a business- to- business supply chain database to promote local purchases through the business license process. Launched a 1,556 square foot business incubator with the capacity to house a minimum of 10 businesses. The 4 companies that initially located within the incubator include; a website developer, app developer, construction management (woman owned), and a manufacturer of bio-digesters. Four additional companies in the approval process to locate in the incubator. Once a company locates in the incubator, their progress is reviewed by the Advisory Committee every 90 days, with the goal of launching the company on their own within 12- 18 months.



## BELLEVUE

Grant Award: \$65,000

Established partnerships with other eastside cities to promote the region's business climate for technology companies.

Provided export and marketing training to technology companies prior to attending Mobile World Congress;

Participated in an event to recruit international technology companies identified at Select USA, in October 10, 2016.

Collaborated with eastside cities in marketing the Innovation Triangle brand.



## BLACK DIAMOND

Grant Award: \$6,000 (no funds expended)

Black Diamond was awarded \$6,000 to design and install wayfinding signs throughout the city. Despite outreach to Black Diamond, they did not enter into a contract with the Port of Seattle.



## BOTHELL

Grant Award: \$25,410

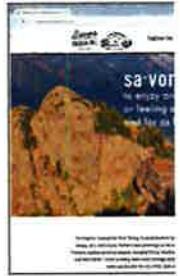
Developing a vision and comprehensive plan for the Canyon Park Technology area to support business expansion and job growth. Contract extension requested due to unanticipated projects required for Washington State Growth Management and staff turnover. Project will be completed later this year.



## BURIEN

Grant Award: \$48,810

Designed signage that creates a walkable multi-modal downtown environment to attract visitors, new businesses and commercial development, as recommended in the city's Downtown Mobility Study.

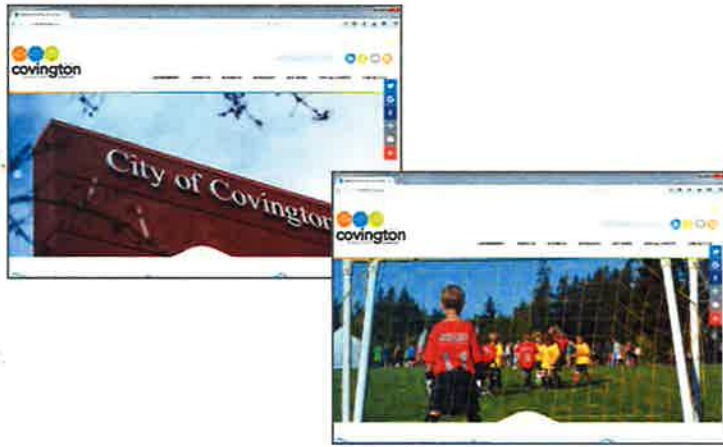


## CARNATION

Grant Award: \$5,000

Supported the "Carnation" collaboration with local businesses in promoting outdoor experiences, culture, and recreation. Due to permit delays, the project has been delayed and is now an extension to the current project.





## COVINGTON

Grant Award: \$18,520

Redesigned the city's website with an emphasis on economic development opportunities and business services. Incorporated economic development data, demographics and an interactive map showing information on development opportunities in the city.

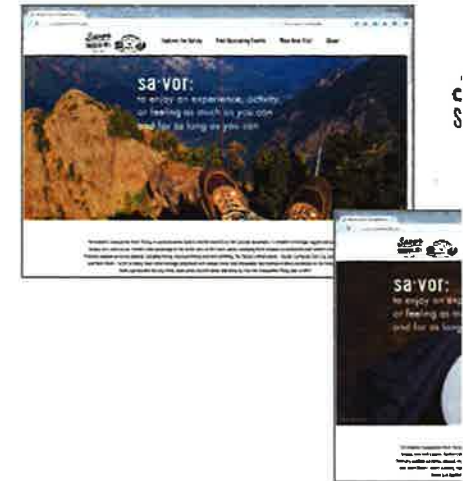


## DES MOINES

Grant Award: \$30,100

Completed a pre-design feasibility study for a multi-use facility at the downtown Marina location.

Completed a market demand assessment of the Marina and downtown as "destination locations" to accommodate future growth, including a parking study assessment.



## DUVALL

Grant Award: \$7,345

Updated the City Economic Development Supported "Savor Snoqualmie", a new promotion group supported by each

Updated information for their branding efforts



## ENUMCLAW

Grant Award: \$11,140

Provided 35 hours of training and small business workshops through Green River Community College for light manufacturers.



## FEDERAL WAY

Grant Award: \$65,000

Developed and implemented a print and digital marketing campaign targeted at site selectors, developers and commercial property professionals to attract 10-20 new businesses to the city. Expanded the business retention effort to contact 25 local businesses and provide business assistance tailored to the business needs.



## ISSAQUAH

Grant Award: \$33,3

Provided training of attending Mo the State Depart cities.

Created a six par Issaquah Chamk and marketing b

Created a video through social m turnover, the scc back and the tot





## KENMORE

Grant Award: \$21,500

Provided training and technical support for 21 businesses in two workshop series (Fall 2016 and Winter 2017)—a series of six sessions each. The 5x Entrepreneur Series training sessions focused on setting goals for revenue growth over 2-3 years, and learning about best practices from a proven model and experienced business development consultant. The group training was augmented with individual sessions with Corey Hansen, the consultant and author of Best Practices of High Performance Entrepreneurs.

As of April, eight of the businesses have joined the Virtual Incubator Program to continue their work, while some were already associated with the in-house or Virtual program. The overall revenue goal for the 21 businesses is over \$65M, with an average of \$3.1M per business, and the revenue goals continue to increase, along with employment growth goals. The revenue goals represent nearly 800% of the 15 established businesses, and employment growth goals total 138% of present staffing. Promoted the City's image for business development and tourism

Built a marketing brand based on local assets like Bastyr University, Kenmore Air, Edward State Park, Lakepointe and Kenmore's emerging brewery district designed to attract visitors and tourists.

## KENT

Grant Award: \$65,000

Executed a multi-level program to support Kent's food entrepreneur business community with the Food Innovation Network at Community College's Small Business Incubator. The program provides below market kitchen incubator space and business development for entrepreneurs. Launched a social enterprise, Street Café, featuring international food to hold 8-10 downtown pop-up dining events for diverse cuisines. Four new business entrepreneurs were launched as an outcome of the training. The program has received significant media coverage.



## KIRKLAND

Grant Award: \$65,000

Partnered with Bellevue and Redmond to promote ICT cluster growth within the Innovation Triangle Brand

Participate in tradeshow events to attract technology companies including, DICE (Design, Innovate, Communicate, Entertain), Mobile World Congress and Select USA.

Provided business assistance to startup and small companies to prepare for Mobile World Congress in Barcelona.

Prepared an engineering study to increase transient moorage at Kirkland Marina, with the next step to do a financial analysis.



## MAPLE VALLEY

Grant Award: \$24,700

Maple Valley has completed prior studies related to economic development. The grant enabled the City to hire a consultant to review prior work and develop recommendations which outlines and proposes roles, responsibilities and implementation strategies for economic development as associated with the City's 2017/2018 budget. The recommendations will direct the City toward a clearly defined future vision.



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## MERCER IS

Grant Award: \$23,4

The City develop direct visitors us center, supporti





## MILTON

Grant Award: \$5,000 (no funds expended)

The City of Milton acquired a piece of the Twin Towers and is pursuing installation of a 9/11 Memorial as a downtown enhancement and tourist attraction. The Port funds were to be used to mount the installation and design an interpretive exhibit. The project was put on hold and the funds were not expended.



## NEWCASTLE

Grant Award: \$10,940

Port funds were used to support development of a new downtown plan, along with revised development regulations and capital improvements program for transportation and amenity improvements in the Downtown, including streets, public spaces, parking, and public facilities. A new conceptual plan and vision for Coal Creek Parkway was developed to support a pedestrian-oriented downtown with effective linkages to the other sectors in the CBC and surrounding residential neighborhoods. The planning process also included an audit and a comprehensive revision of the Downtown zoning regulations and design guidelines.



## NORMANDY PARK

Grant Award: \$6,420

Training was provided through the SE Community College for 209 unique b was created for the new Normandy P. Development Committee which is op residents and businesses, promoting the Park"



## NORTH BEND

Grant Award: \$6,460

Created two videos to promote outdoor recreation and market the city through social media. The City contracted with KOMO to produce the videos that will be aired in July.



## PACIFIC

Grant Award: \$6,770

Updated city website with new data and images promoting the city to existing and new businesses.



## REDMOND

Grant Award: \$59,100

Developed a marketing video, business brochures.

Participated in the D.I.C.E (Design, Innovation, Community, Environment) Space Foundation competition.





## RENTON

Grant Award: \$65,000

Port funds were used to support part of the community's overall branding and marketing campaign which includes, implementation of a new website with a searchable land and building inventory, GIS integration, economic data, and demographic profiles to promote commercial and industrial sites in Renton. Port funds were also used to develop collateral materials through production of photography, video, print, audio and other digital media highlighting Renton's business and industry, as well as promote downtown branding, including street banners, website upgrade and utility cabinet wraps.



## SAMMAMISH

Grant Award: \$49,980

Port funds were used as part of the City's Economic Development Scoping Analysis including updated demographic and economic data, a marketing factsheet, updated website focused on business attraction and retention.



## SEATAC

Grant Award: \$27,650

Redesigned the City's website to provide economic, demographic, zoning, and utility information to support business attraction.



## SHORELINE

Grant Award: \$54,500

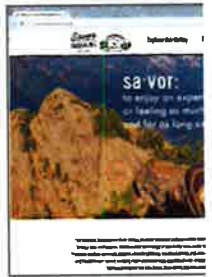
Developed a Request for Expression of Interest (RFEI) Prospectus to attract public and private investment for a Shoreline Media Campus. The Media Campus is intended for local production of movies, episodic television, commercials and gaming content and provide a flexible platform for new technology production to thrive such as VR/AR. The RFEI provides information on market demand, design and financial models and will be used to present this opportunity to potential investors and developers.



## SKYKOMISH

Grant Award: \$5,000

Designed a historic signage plan that will serve as a walking tour of the town and provides historic information on the town and significant buildings.

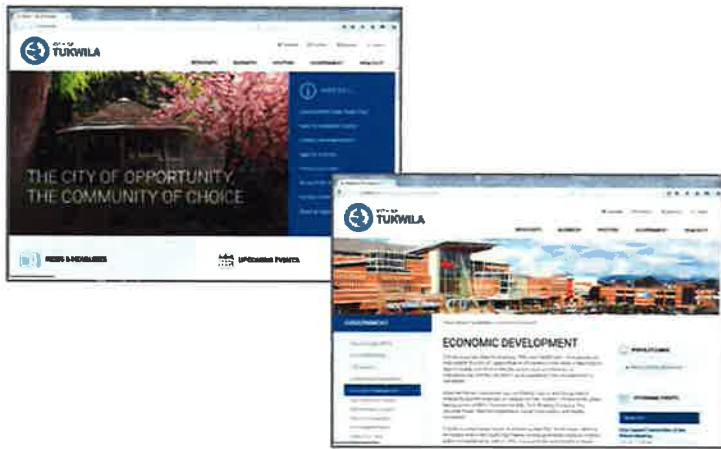


## SNOQUALM

Grant Award: \$12,8

Collaborated with Savor Snoqualm The City of Snoq outdoor recreation and local art. Th of events to assi Due to permittir been delayed. T complete sign fa





## TUKWILA

Grant Award: \$19,300

Port funds were used to implement a business attraction, recruitment and retention program including, updated demographic and economic data, new marketing materials and an updated City website.



## WOODINVILLE

Grant Award: \$11,240

Woodinville was interested to learn what steps should be taken to ensure the area's wine and beverage industry would continue to grow and thrive. The city surveyed local residents, businesses, and tourists to identify the challenges and opportunities in the wine and tourism sector. The survey results provide the city the framework to implement the recommendations to increase visitors and grow local businesses.

## DID NOT APPLY

The following cities did not apply for funding program

- Algona
- Beaux Arts
- Hunts Point
- Medina
- Yarrow Point
- Lake Forest Park